WHAT IS CLAIMED IS:

1. A storage apparatus comprising:

a storage compartment for storing an object;

a reference receiving part provided in said storage compartment; and

a plurality of regulating members that are pivotably supported in a rotatable manner and urged in a protruding direction towards said reference receiving part of said storage compartment, wherein

at least one of said regulating members rotates opposing the urging force as it is pressed by said object, which is inserted into said storage compartment, and moves said object by pressing against said reference receiving part, while other regulating members are held in positions to oppose substantially perpendicular to said reference receiving part and said object.

2. A storage apparatus according to Claim 1, wherein

the larger the external size of the object is, the larger the urging force of the regulating members for moving the object by pressing it is set.

3. A storage apparatus according to Claim 1 or 2 further comprising: an ejecting means for urging the object in the direction in which the object is ejected from the storage compartment; and

a locking means for holding the object in a prescribed position of the storage compartment against the urging force of this ejecting means.

4. A storage apparatus according to either one of Claim 1 through Claim 3,

wherein a load in the ejecting direction provided by the ejecting means is set larger than a friction resistance load in the direction opposite the ejecting direction in which the regulating members abut the object, plus a load in the direction opposite the ejecting direction due to the mass of said object.

5. A storage apparatus comprising:

a storage compartment for storing an object; a reference receiving part provided in said storage compartment;

a regulating member, which is pivotably supported in a rotatable manner and urged in a protruding direction towards said reference receiving part of said storage compartment, and which has a contact part that abuts said object;

an ejecting means for urging the object in the direction in which the object is ejected from the storage compartment; and

a locking means for holding the object in a prescribed position of the storage compartment against the urging force of this ejecting means, wherein

said regulating member rotates opposing the urging force as it is pressed by said object, which is inserted into said storage compartment, and moves said object by pressing it against said reference receiving part, while said contact part abuts said object and applies a prescribed friction resistance load in the direction opposite the ejecting direction.

6. A storage apparatus according to Claim 5, wherein a load in the ejecting direction provided by the ejecting means is set larger than a friction resistance load in the direction opposite the ejecting direction in which the contact part of the regulating member abuts the object, plus a load in the direction opposite the ejecting direction due to the mass of said object, and

the friction resistance load in the direction opposite the ejecting direction in which the contact part of the regulating member abuts the object, is set larger than the load in the ejecting direction due to the mass of said object.

7. A storage apparatus according to Claim 5 or 6, wherein the larger the external size of the object is, the larger the load in the ejecting direction provided by the ejecting means is set.

8. A storage apparatus according to either one of Claim 5 through Claim 7, wherein the larger the external size of the

object is, the larger the friction resistance load in the direction opposite the ejecting direction in which the contact part of the regulating member abuts the object, is set.

9. A storage apparatus according to either one of Claim 5 through Claim 8, wherein said reference receiving part of the storage compartment is provided with a friction resistance member that generates a friction resistance load in the direction opposite the ejecting direction as a result of its abuting the object.

10. A storage apparatus according to either one of Claim 5 through Claim 9, wherein

said storage compartment is provided with an urging part that urges the regulating member toward said object side and causes the contact part to be pressed against said object when the maximum size object is loaded.

11. A storage apparatus according to either one of Claim 1 through Claim 10 further comprising: an urging force adjustment means for adjusting the urging force to urge the regulating member(s).

12. A storage apparatus according to either one of Claim 1 through Claim 11 further comprising: a connection receiving part to be connected with a connection part provided for the object.

13. A storage apparatus according to either one of Claim 1 through Claim 12 further comprising:

a connection receiving part to be connected with a connection part provided for the object; and a thickness judging part for detecting the thickness dimensions of said object, wherein said connection receiving part and said thickness judging part apply loads in the ejecting direction to said object.

14. A storage apparatus according to either one of Claim 1 through Claim 12 further comprising:

a connection receiving part to be connected with a connection part provided for the object; and a thickness judging part for detecting the thickness dimensions of said object, wherein said connection receiving part and said thickness judging part apply loads in the direction opposite the ejecting direction to said object.

15. A storage apparatus according to Claim 14, wherein

the storage compartment comprises: an insertion port; an ejection urging means being disposed on an end surface opposing said insertion port; and a connection receiving part and a thickness judging part on a surface that crosses with said end surface.

16. A storage apparatus according to Claim 14 or 15

further comprises an abutting part with a friction resistance load on a part where it abuts the object.

17. A storage apparatus according to either one of Claim 14 through Claim 16, wherein a load in the ejecting direction provided by the ejecting means is set larger than a friction resistance load in the direction opposite the ejecting direction in which the contact part of the regulating member abuts the object, plus a friction resistance load generated by the connection receiving part and thickness judging part in the direction opposite the ejecting direction as well as a load in the direction opposite the ejecting direction due to the mass of said object, and the friction resistance load in the direction opposite the ejecting direction in which the contact part of the regulating member abuts the object, plus friction resistance load generated by said connection receiving part and said thickness judging part in the direction opposite the ejecting direction is set larger than the load in the ejecting direction due to the mass of said object.

18. A storage apparatus according to Claim 17, wherein the larger the external shape of the object is, the larger the load in the ejecting direction provided by the ejecting means is set.

19. A storage apparatus according to either one of Claim

1 through Claim 18, comprising at least either one of an ejection urging part and a thickness judging part for detecting the thickness dimensions of an object inserted into the storage compartment, wherein at least one of these ejection urging part and thickness judging part has a plurality of members disposed along a prescribed direction in which said object dimension varies, and among the members, those that do not abut said object face said object spaced in said prescribed direction in order to regulate the position of said object in said prescribed direction.

20. A storage apparatus according to either one of Claim 1 through Claim 19, comprising an ejection urging part and regulating member(s), either of said ejection urging part and regulating member function as a thickness judging part for detecting the thickness dimensions of an object inserted into the storage compartment.

21. A storage apparatus according to either one of Claim 1 through Claim 20, further comprising a plurality of regulating members that face the object from a plurality of directions.

22. A storage apparatus according to either one of Claim 1 through Claim 21, wherein a fitting part is provided for the object and the storage compartment to be fitted with each other in order to prevent insertion errors.

23. A storage apparatus according to either one of Claim 1 through Claim 22, wherein the object is a battery.

24. A storage apparatus according to either one of Claim 1 through Claim 22, wherein the object is an IC card.